

FSC-112-A	7/5/95	TO: ROM
SUBJECT: Non-Qualifying Accounts - Merchandising Plan		
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(Please disseminate to Division Managers, Special Account Managers, Entry Level Managers and Sales Reps.)

In memo report.

In some cases, retailers not qualifying for our Retail Partners Program (due to volume) request that they continue to be able to utilize our carton and package fixtures to sell cigarettes to their customers. In these cases, field personnel often allow the retailer to use our merchandisers, as long as all requirements of our contracts are met (except volume). To provide a way to manage and identify these situations, a new plan has been set up in SIS. Key points are as follows:

- New plan is available under the following existing Retail Partners types:
 - CT BASE SS
 - CT BASE NSS
 - UPM
 - SAVING CTR
- Plan - DQ
- \$0 rate - no payment since retailers volume does not meet contract requirements.
- Retailers should sign the Retail Partners contract that coincides with the merchandiser/situation. Under the payment section, the statement "No payment due to Volume Requirement" should be written in and signed by RJR representative.
- The appropriate type and DQ plan will post on the Pay Register with a \$0 payment.
- Compliance must be reported against these contracts in SIS, so responsible RJR personnel can correct problem situations.
- If problems are not correctable, fixtures should be removed from the store.
- **This document is not intended to suggest that we attempt to place new/additional fixtures in non-qualifying retail accounts. Retailers that have existing RJR merchandisers would be considered for this plan.**
- Since this plan will identify a degree of RJR presence at retail and will be included in our national presence evaluation, the DQ Plan should be administered just like normal Retail Partners plans:
 - Accurate effective date.
 - If continuous non-compliance occurs or retailer removes fixture(s), plan should be ended immediately in SIS.

Please direct your questions to your Sales Area Merchandising department contact:

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